Secrt. II-37—100,000—21-5-52.

Rural Development (1953 49) Department.

M S SERIES.

G.O. No. 457

Dated 10 5 49.

[Despatch Abstract.]

RURAL RECONSTRUCTION : INTENSIVE WORK IN SELECTED FIRKAS AND CENTRES : GENERAL PLAN OF DEVELOPMENT : PUBLICITY : INSTRUCTIONS ISSUED PAPERS RECORDED.

Proceedings of the meeting of the Firka Development Publicity Committee - 28th February 1949.

Present:

Hon'ble Minister (Firka Development), Chairman
Sri G.Venkatachalapathi, Provincial Firka Development Officer, Convenor.
Sri M. Bapineedu, M.L.A.
Sri B. Natarajan, Economic Adviser to Government.
Sri Diraviam, Officiating Director of Information and Publicity.
Sri R. Vinayakam.

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H.M. (F.D.) observed at the outset that the Publicity Committee should have to objectives

(i) to educate residents of the firkas about the work to be done; and

(ii) to give publicity in and outside the firkas to the work that has actually been done in the firkas.

A Sri M. Bapineeu, M.L.A., suggested that the details of the work done in the Firka Development Department should be furnished to the members of the Sub Committee before each meeting of the Committee. This was agreed to by the Committee.

The P.F.D.O observed that one important aspect of the Firka Development work which could usefully be publicised is its ability to attract financial contributions from the villagers upto 40 or even 50 per cent of the total value of the works from the villagers benefited. Other Departments of the Government are not able to secure this response from the villagers. No contribution is actually collected under the Government of India's Rural Water Supply Scheme. The subjects on the agenda were then discussed in detail..

I. PROPAGAGNDA WITHIN THE FIRKA.

(i) It was agreed that short camps should be organised in the selected firkas at intervals. The camps may be for each firka or for a group of villages under a Grama Sevak. Grama Sevak Sanghams should have full representation at these meets. Local M.L.As may also be invited to join the meets.

(ii) In each village, weekly prayer meetings, Bhajan parties and congregational spinning may be organised. The visitors to the camps may go to each village to take part in these meetings.

B (~~iii~~) Sri M. Bapineedu suggested that youths should be organised. Discipline is very lacking in the young men as well as elders now. We should take the youths now in hand and train them up to a disciplined life as the hope of the country rests on them. He suggested that each school have a scoup group for boys. Grama Sevaks who cannot be said to be youths but only young men should also learn scouting and have group trainings.

P.F.D.O suggested that Grama Seva Sanghams may organise a volunteeer corps for each village.

Sri M. Bapineeu pointed out the distinction between giving training in discipline to the youths and orianising young men into a crops for taking part in village activities.

(iii) It was also agreed that while organising special meetings exclusively for ladies, the assistance and co-operation of the women welfare workers and the Kasturba Grama Sevikas should be sought to the maximum extent.

(iv) Propaganda ~~though~~ through schools and at the periodical meetings of school teachers and of the parents' association was also considered to be a useful item.

II. The Director of Information and Publicity suggested that Press Communiques are issued where there is an important change in the policy or where important information could be given to the public.

C (ii) It was agreed that the Hon'ble Minister for Firka Development should meet Press reporters periodically and tell them about the progress made under the Firka Development Scheme from time to time.

D (iii) It was also agreed to have a radio talk on the work done under the Firka Dev. scheme at least once a month.

E (iv) Sri M. Rapineedu suggested that H.M.(F.D.) may meet the legislators representing the selected firkas in convenient groups and discuss with them points of interest and explain to them the progress made from time to time. Similar discussions could be held with the Congress Committees during tours.

F (v) The Director of Information and Publicity was requested to bring out a pamphlet on the work done by the Firka Development Department so far. He will be furnished with the neeessary material by the Department.

(vi) H.M.(F.D.) explained that he has been meeting the District Officers during his tours and impressing on them the need for devoting their attention to the work of developing firkas.

(vii) The Director of Information and Publicity suggested that the Collector of each district might be advised to meet the Press representatives of their respective districts from time to time at conferences and give to them information about the work done in the firkas for reporting. He also suggested that private cinema producing firms might be permitted to take shots of the Firka Development work done or in the alternative, the Government themselves might produce short films and send them for out for showing in the cinema hall

G It would appear that some documentary films are being produced of the work done in Polytechnics under the guidance of the D.&.I.C. It was decided that the D.I.&.C. should be asked to have documentary films taken, by the unit which is now working in the Polytechnics, of the work done in the selected firkas also.

The Director of Information and Publicity also suggested that Press correspondents may be taken round to see the work in the firkas for themselves and make reports.

The Economic Adviser indicated that this has to be done with great care, so that there might not be undesirable reactions from the correspondents.

The Economic Adviser also indicated that he has been circulating a summary of the work done in the Firka Development Department in his monthly reports to the Economic Sub Committee of the Cabinet.

H III. It was also agreed to make the best use of the cinema, coloured posters, drama, models, songs and dances, exhibitions, verses, shows, leaflets, competitions, demonstrations, festivals, markets, Press, meetings and lectures in carrying on propaganda.

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GOVERNMENT OF MADRAS
Firka Development Department.

(5)

Memorandum No. 7383-FD.I-49-2 dated the 23rd March 1949.

Sub: RURAL RECONSTRUCTION - Intensive work in selected firkas and centres - Overall plan of development - Publicity - Instructions issued.
Ref: G.O. (Ms) No. 100 Fir. Dev. dated the 31st January 1949.

In the G.O. cited, a Central Publicity Committee was constituted by the Government. The Committee was charged with the task of effectively organising propaganda in order to educate public opinion in favour of Firka Development work and to give publicity to the work actually done. The Committee met on 28th February 1949 and made certain recommendations. The Government accept the recommendations and issue the following orders:-

(i) Short camps should be organised in the selected firkas and centres at convenient intervals. Persons with local infludence and having interest in rural development work, members of the Grama Seva Sanghams, Village Officer, School teachers and other voluntary workers of the right type should be utilised to carry out propaganda on the potentialities of the movement. A series of inaugural meetings at convenient centres in each firka either for the entire firka or for a group of villages under individual Grama Sevakas should be conducted with a view to preparing the ground for Firka Development work and interesting the villagers in the movement. Members of the Legislature in the localities may also be invited to attend the meetings.

(ii) Weekly prayer meetings, Bhajan parties and congregational spinning should also be organised in each village.

(iii) Special meetings exclusively for ladies should also be held as far as possible and for this purpose the assistance and co-operation of the Officers of the Womens' Welfare Department and the Kasturba Grama Sevikas should be sought to the maximum extent.

(iv) Propaganda through schools and at the periodical meetings of school teachers and of the Parents Associations should also be arranged.

(v) The Collectors of the Districts are also advised to meet the representatives of the Press in their respective districts from time to time at conferences and give to them information about the work done in the firkas for reporting. One important aspect of the Firka Development work which could usefully be publicised is its ability to attract financial contributions from the villagers benefited by the works.

Press correspondents may also be taken round to see the work in the firkas for themselves and make reports if the Collectors consider that this would be useful in the interest of the scheme.

(vi) Best use should also be made of the cinema, coloured posters, drama, models, songs and dances, exhibitions, verses, shows, leaflets, competitions, demonstrations, festivals, markets, Press, meetings and lectures in carrying on propaganda.

2. The Collectors are requested generally to take necessary action on the lines indicated above and submit reports of what has been done during each quarter so as to reach the Government on the 15th of the month following the quarter.

M.S. JAGANNAYAKULU
Secretary to the Government.

To all Collectors (except the Collector of Madras)
Copy to the Regional Firka Development Officers (North) and (South)
Copy to all Firka Development Officers.
To the Director of Information and Publicity.
To the Provincial Firka Development Officer.
Copy to the Womens Welare Officer, Madras.

FIRKA DEV. DEPARTMENT.

Sub: RURAL REGONSTRUCTION - Intensive work in selected firkas and centres - Overall plan of development- Publicity.

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Please see orders in circulation and that of the P.D. P.F.D.O on p.9 c.f. With ref. to the trend of discussions on pp 3-9 c.f. a draft memo to the Collectors is submitted for approval.

xx 18.3. 2. "A" on p.3 c.f.: Short notes may be preared and given to the members of the publicity committee before each meeting of the Committee. No action now.

"B" on p. 5 c.f.: Submitted that there is a separate file relating to popularising the scouting movement in the firkas and centres. A draft was put up to the Scout Commny. requesting them to submit to Govt. detailed proposals in the matter. The draft has not yet issued pending final orders. For orders whether it may now issue.

see L.F. xx/

No action is necessary now. xx/

"C" and "D" on p.7 c.f.: No action appears called for at departmental level. H.M. (F.D.) has already been giving information about the progress in F.D. work to the Press.

("ED" on p. 7 c.f.: For orders whether instructions be issued in the matter and if so to whom.

D.I.&.P. who is in charge of arranging AIR programmes for publicity may attend to this. xx

"F" on p. 7 c.f.: Necessary materials from this section have already been furnished to the Director of Information and Publicity. Extracts of K.S.Os orders in this regard in another file have also been furnished to other sections for taking necessary action.

"G" on p.9 c.f.: Extracts may be communicated to the D.I.&.C. for remarks. A draft memo is submitted for approval.

The draft circular to Collectors indicating the lines on which they would carry on propaganda placed below may be approved. H.M. (F.D.) may also see it before issue.

The Committee suggested that one radio talk may be given in F.D. work each month. The D.I.&.P is arranging for radio talks to give publicity to all Governmental activities. He may be asked to arrange one talk in F.D. work each month.

xx/19.3.

xx P.F.D.O.

M.S.J(agannayakulu)/21.3
Secretary.

xx/22-3-1949
H.M.(F.D.)

Please see the letter from the Collector of N.Arcot on p.17 ante. In Memo No. 7373/F.D. I/49-2 dated 23-3-1949, Government accepted the recommendations of the Central Publicity Committee and issued certain instructions to the Collectors. The Collectors were asked to take the necessary action in the matter and to submit quarterly reports of what has been done during each quarter. The Collector of N.Arcot promised to submit his report for the next quarter before 15-7-1949. The quarterly reports from all the Collectors may be awaited till 15-7-1949. With ref. to the Memo on p.13 c.f. extracts have been taken separately for necessary action. No action is, therefore, necessary at present in this file. This may be recorded after making the necessary entries in the periodical register to watch the receipt of the quarterly reports of the Collectors.

Yes. Make an entry in the Periodical Register and then record.

How was it that the training class for F.D.Os at Veerapandy did not find publicity. A copy of the order should have been marked for the Director of Information and Publicity. Hereafter such orders should be communicated to the Director of Information and Publicity and this fact should invariably brought in the note.

xx/ 28.4.

G.O. (Ms) No. 458 F.D. dated the 10th May 1949.

Abstract

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RURAL RECONSTRUCTION : Intensive work in selected firkas and Centres - ~~General~~ Overall plan of development - Publicity - Instructions Issued - Papers recorded.

/True copy/

Office Assistant,
Madras Record Office, Egmore.

Sk.

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